


## Franklin Simon & Co.

Fifth Avenue, 17th and 18th Sts., New York



*For Misses, Junior Misses and Girls*

### UNUSUAL RAINCOATS FOR CHRISTMAS

67—GIRLS' AND JUNIOR MISSES' RAINCOATS OF CHECKED MOHAIR—a new rubberized fabric—blue and green checked, with separate belt. (8 to 16 yrs.) 15.75

69—MISSES' AND SMALL WOMEN'S LONDON-MADE IMPORTED AUTO SOIE SILK RAINCOATS; China blue, brown, black, navy blue or purple, silk lined throughout (14 to 20 yrs.) Exclusive with Franklin Simon & Co. 25.00

MISSES' AND GIRLS' COAT SHOP—Second Floor

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## Franklin Simon & Co.

Fifth Avenue, 17th and 18th Sts., New York

### GIRLS' FUR COLLARED WINTER COATS

(8 to 16 Years)

29.50

First time a coat of this quality has been available at this price

VICUNA COATING IN REINDEER OR BLUE; COLLAR OF GRAY AUSTRALIAN OPOSSUM FUR.

Warmly Lined and Interlined.

GIRLS' COAT SHOP—Second Floor



From One Girl to Another  
For Christmas

### Circlet Junior No. 1001—\$1.00

A Circlet Junior really makes an ideal gift and No. 1001 was designed especially for Christmas giving. It's such a soft, dainty, charming little garment, and efficient, too, for it confines smoothly and smartly, launders readily and is self-adjustable.

Circlet Junior No. 1001 comes packed in a special Christmas envelope of glassine, decorated in natural colored holly. Sizes 30 to 36, and only \$1.00.

In corset and brassiere departments  
NEMO CIRCLET CO., 120 E. 16th St., NEW YORK.

### APPEAR AS YOUNG AS YOU ARE Why Have Gray or Faded Hair? Use B. PAUL'S HENNA

All shades from Black to Blond  
Composed of pulverized Henna and Herbs, the best and most natural coloring known for restoring the color to gray hair, making it soft and lustrous. The delicate ease with which all shades are obtained and its proven harmlessness delights and satisfies the most fastidious women. Unaffected by shampooing, oils or dyes. Will not stain scalp or rub off. Only one application necessary. Protect yourself; ask for and insist on B. Paul's Genuine Henna.

Price \$1.50, postpaid \$1.60.  
B. PAUL, HAIR COLORING SPECIALIST  
21 West 38th St., N. Y.  
Telephone 3481 Langmuir.  
Sales Office and Application Parlor.

### LOOK MORE YOUTHFUL

It can be accomplished by Mme. Marie's special treatment. Wrinkles, sagging muscles, drooping eye lids, scars, smallpox pittings, acne, etc., removed. Freckles removed forever. Positively no cutting or filling. The treatment consists of a healthy stimulation of the muscles and tissues. THIS IS NOT A HOME TREATMENT, but administered by Mme. Marie personally. Excellent accommodations for patrons under her care. All work guaranteed. Write or phone Riverside 3376.

MME. MARIE  
222 RIVERSIDE DRIVE, N. Y. City.

### Advertising Rates THE NEW YORK HERALD Rotographic Section

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26 times within one year.....\$9  
52 times within one year.....\$15  
3,000 lines within one year.....\$75  
5,000 lines within one year.....\$90  
10,000 lines within one year.....\$125  
SINGLE INSERTION RATES  
PER AGATE LINE.....\$0.09  
FULL PAGE.....\$1,200.00  
MINIMUM SPACE 21 LINES

## To build health and then to keep it—thousands have found a way

The tireless vitality that means success—the strength and vigor that make life a joy instead of an effort—

They are within reach of every normal man. Yet thousands lose them because they neglect the body's two most vital functions:

- Building up and nourishing the living tissues
- Removing daily the poisonous waste.

The fresh, living cells of Fleischmann's Yeast contain a natural food—with the very elements which help the body perform these two vital functions.

Like any other plant or vegetable, yeast produces the best results when fresh and "green"—not dried or "killed." Fleischmann's Yeast is the highest grade living yeast—always fresh. It is not a medicine, it is a natural food. It helps to "tone" up the whole system and assures regular daily elimination. Results cannot be expected unless it is eaten regularly.

Everywhere physicians and hospitals are prescribing Fleischmann's Yeast to correct constipation, skin disorders and to restore appetite and digestion.



### Back to normal weight in six weeks

A recent letter from a travelling salesman tells a remarkable story.

"A year ago," he says, "I was in very bad condition—thin and anaemic—and weighed 140 lbs., though I am over six feet tall."

He began eating one cake of Fleischmann's Yeast at each meal. At the end of six weeks he weighed 170 lbs., and today, "I feel better than I ever have."

Eat two or three cakes a day regularly—plain, or spread on crackers, or mixed with milk or water. If you prefer, get six cakes at a time. They will keep in a cool, dry place for two or three days. Begin at once to know what real health means! Be sure you get Fleischmann's Yeast. All grocers have it.



### Reduce Your Flesh in Spots Arms Legs Bust Double Chin by wearing Dr. Walter's reducing RUBBER GARMENTS

Bust Reducer, \$6.00, Chin Reducer \$2.50, Anklets \$7 per pair. Extra high \$9.00. Send for illustrated booklet.  
Dr. Jeanne A. C. Walter  
353 Fifth Ave., N. Y.  
(Ent. 31th St., 3d Door E.)

### Manuel Transformations

made with his famous  
Sight Proof Parting  
are indescribably lifelike,  
charmingly becoming, of  
supreme quality and loveliness  
in design.

Call and see our new creations  
Hair Goods of every description on display  
New illustrated booklet on request.

Manuel  
29 East 48th Street, New York

### REDUCE Easily Naturally

**BASY BREAD**  
The standardised weight reducing food. Send for concise free booklet to Doctors' Essential Foods Co. 21 Oakwood Ave., Orange, N. J.

## Franklin Simon & Co.

Fifth Avenue, 17th and 18th Sts., New York

For Madame

### WINTER COATS OF GERONA WITH FOX FUR

95.00

The Lowest Price Of The Season For Fabric So Luxurious And Fur So Sumptuous

GERONA is the richest and hardest to obtain wrap fabric of the winter. Black, Malay brown, kit fox gray or navy blue, with large collar of fox fur.

WRAP SHOP FOR MADAME  
Fourth Floor

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*Miss Anita Stewart Wearing the Gerona Coat*

## SIRRI

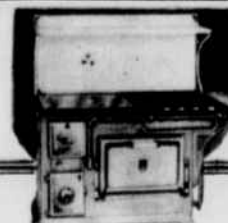
Re-invigorates the Complexion  
Makes You Look and Feel Young  
An imported herbal preparation. Not a dye. At all first class Department and Drug stores.  
Send stamped envelope for booklet to  
F. R. ARNOLD & CO., Importers  
1-7 W. 22d Street New York

### GREY OR DISCOLORED HAIR

Restored to Original Color.  
Hair coloring is an art that should only be undertaken by an expert. I use only the best vegetable compounds obtainable and guarantee not to injure the hair or scalp. Satisfactory results assured. Special service for dyed or over-bleached hair.  
Prices most reasonable.  
Hair Coloring Expert.  
Maison Alex  
185 West 43d St., N. Y.  
Telephone Bryant 5556.

### La Goutte A. Goutte RESTORES Faded or GRAY HAIR

Gray, faded, streaked or lifeless hair restored to any shade in one application. Does not discolor the scalp, fade, nor rub off on the pillow. Makes a lasting, rich, lovely color. No after shampoo necessary.  
You can apply it in the privacy of your own home in a few minutes. Any one of 22 shades given from ONE package. \$1.07 postpaid. Order direct, or  
SEND me a little LOCK of Your Hair; I'LL COLOR IT FREE.  
Cut close to head and mention shade wished. If in New York call and by appointment I will examine your hair. I have had 30 years' professional experience and will tell you frankly what is best for you. I make no charge for examination or advice. Private operating rooms. Hair pamphlet free on request.  
J. PIERRE VALLIGNY,  
Room 54, 34 W. 58th St., New York



### For Xmas The A-B Combination Range

Makes an Acceptable Gift  
A fully equipped coal and gas range in one, with each part separate. Wide choice of A-B Gas Ranges, Stoves, Heaters—coal, oil and electric. Send for Illustrated Booklet.  
Dealers, Builders, Landlords Supplied  
**J. ROSE & CO.**  
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Formerly of 63 Orchard St.